HOUSTON NEWSLETTER

Vol. 1; No. 1 "We Are an Equal Opportunity Employer" April 1969

HDI Speaker Announced

Ron Taylor, Editor of OCEAN INDUSTRY magazine, will be the guest speaker at next month's Houston Dow Institute Meeting, May 22.

Subject of Mr. Taylor's talk will be "Oceanography—How It Affects Our Lives Now and in the Future." His talk should be of particular interest to the ladies. He will discuss food from the sea and what we may expect in our kitchens of the future. Some magnificant color slides will also be shown.

The dinner meeting will be held in the La Fontaine Room of The Warwick Hotel.

See HDI Speaker Page 8

Dowco Places Third at JA Fair

DOWCO ACHIEVERS DISPLAY AWARD

Laura Witmer, DOWCO secretary; Pat Sulton, vice president of sales; and Rene Onstat, treasurer, proudly display plaque awarded at JA Trade Fair.

Over 100 JA Companies Competed

DOWCO, the Junior Achievement Company sponsored by The Dow Chemical Company, placed third in best overall booth competition at the annual JA Trade Fair. The fair was held March 7-8 in the Sharpstown Shopping Center Mall. Over 100 JA Companies participated in the competition by exhibiting and selling their products to the thousands of visitors.

The fair is a climax to the observance of Junior Achievement Week which recognizes the many miniature business firms composed of high school aged students who are learning the principles of free enterprise by actually operating a company under the JA program.

Members of DOWCO have been assembling, packaging and selling a paper bag holder called the Sak Trap. The product sells for $1.25 and has proved most successful.

DOWCO advisors are Guy Nevill, Legal; Dick Griffin, Industrial Relations; Roy Ortolon, E&CS; and Ann Minton, E&CS. Alternates who will be the advisors for next year are Jim Buck, Brazos; W. B. Pipes, E&CS; D. A. Stein, E&CS; and E. L. McShan, Regional Purchasing.

Barras Named Manager of E&CS

C. J. Barras has been named Manager of Engineering and Construction Services. The announcement was made by C. C. Armstrong, Manager of Engineering and Metal Products.

Barras, who has previously been in charge of the E&CS Houston office, will remain at the Houston Dow Center. Additional E&CS offices are located in Midland.

Barras started his Dow career as an Electrical Design Engineer with the Texas Division in 1950.

In 1956, he transferred to the Louisiana Division as a Project Manager and Chief Electrical Engineer in charge of electrical and instrument design. He moved to Houston in December of 1958 and for the past 10 years has held various managerial positions with Engineering and Construction Services.

He is a graduate of the University of Texas with a degree in Electrical Engineering.

C. J. BARRAS

Barras and wife, Lil, reside at 714 Magdelene with three sons and one daughter. Another son, Roger, attends the University of Texas where he will receive his Masters in Metallurgy this spring.

FIRST ISSUE HOUSTON NEWSLETTER

This the first issue of the HOUSTON NEWSLETTER. It will be published monthly to give recognition to individuals and events of interest to Houston employees of The Dow Chemical Company.

Good communications are a vital part of any strong organization. The publication of such a newsletter will add much to overall employee communications.

Initial staffing of the paper will include the following area reporters: Brazos, Sarramae Collins; Company Purchasing, Dee Davidson; Dow Industrial Services, Stan Haydel; Dowell, B. G. McCoy; Engineering and Construction Services, Brenda Corley; Government Affairs, Zoe Atwood; Legal, Marguerite O'Brien; Regional Purchasing, S. A. Salisbury; Sales, Margaret Wilson; and Secondary Oil Recovery, Joyce King.

The success of this newsletter will depend upon your participation. If you have items of interest for the publication, please contact your area reporter. Items for publication should be submitted prior to the last day of each month.

Here's hoping you enjoy reading the HOUSTON NEWSLETTER.

A Look at Dowell

A common garden hose helped Dow to launch a new industry on a cold February day in 1932.

A truck, hauling 500 gallons of 15 percent hydrochloric acid solution, pulled up to an old oil well near Mt. Pleasant, Michigan. Three men, one from Dow and two customer representatives, used the hose to siphon about half of the acid into the tubing of the well, which was scheduled to be abandoned soon. A similar treatment was made the next day.

These and subsequent treatments on other wells resulted in such unbelievable production increases that oil men began flocking to Dow for help. The business of "acidizing" was underway in earnest.

First treating under the title "Dow Well Service," the section was incorporated as Dow's first subsidiary and its name was changed to Dowell on November 10, 1932. With the incorporation it became the industry's first well-stimulation company.

Since the techniques of successful stimulation are dependent upon many factors, each well is an individual problem. Therefore, great pains have always been taken to train engineers, chemists and other technical personnel to provide the customer with the best possible service for his money.

The first training school was held in Midland in 1932. Following their "graduation" 19 men were sent to locations in Michigan, Ontario, Ohio, Kentucky, Texas, Oklahoma, Louisiana and Kansas to sell and perform the new acidizing service. By Christmas of 1932, 326 wells had been serviced by the seven stations and seven pump trucks that were in operation.

From 1932 to 1934, Dowell operated mainly from mobile stations consisting primarily of a railroad tank car for acid storage, a boxcar warehouse, and a caboose. The caboose served as a field office, and also contained a small testing laboratory and some bunks for sleeping. The first permanent station was established at Seminole, Oklahoma, and is still operating.

In 1934, the general offices were moved from Midland to Tulsa, the "oil capital of the world."

The first years of World War II were difficult ones for the young company, with shortages of steel, rubber and personnel, as well as problems of transportation, priorities and government controls. Oil was needed as never before however, so the government allocated much needed equipment and supplies to Dowell.

Early in its history Dowell got into the industrial cleaning business for refineries, heat generating plants, pipelines, the steel and paper industries and many others, including the space program. By 1959 this business had grown to such an extent that it was set up apart from Dowell as the "Dow Industrial Service Division."

The development of hydraulic fracturing in 1948 extended stimulation treatments to nonsoluble formations and proved to be as revolutionary as acidizing. Dowell jumped off to an early and commanding lead in the high-horsepower pumping race between rival service companies through the purchase of a large quantity of war-surplus Allison aircraft engines. These Allisons provided Dowell with what proved to be the mainstay of the company's fracturing fleet.

In 1958 Dowell Incorporated became the "Dowell Division of The Dow Chemical Company." Canadian operations were separated from the Dowell Division, although both continue to operate under the same overall setup.

Overseas operations of the company grew to such a point that in mid-1960 the joint international company, Dowell Schlumberger, was formed to make Dowell services available on a global scale. This company, headquartered in Paris, France, has enjoyed rapid growth and success in South America, Europe, North Africa and other oil-producing areas of the free world.

In 1960 Dowell went into the cementing business on a large scale. Cementing, an operation which the divison had performed on a smaller scale since 1939, places cement between the casing and the formation to act as a barrier and to hold the casing

See Dowell Page 4

THEN AND NOW

One of Dowell's first pumping units, foreground, is dwarfed by a modern-day twin-pump cementer, parked in front of the chemical research laboratory in Tulsa.

INSTALLATION AT NORTH UTICA AVENUE, TULSA

In foreground are buildings housing accounting, purchasing and engineering departments. General office building is located on South Utica Avenue.

Charter Flights Planned

Special charter flights to Europe and Hawaii are being planned for 1969 by the Midland Travel Service, Inc. The trips are for employees (and their families) of The Dow Chemical Company and associated companies.

The European charter flight will leave Detroit on June 11 for Amsterdam and return July 8. The round trip air fare will be $275 for first-class accommodations. Midland Travel Service has arranged a special land tour for those who might be interested.

The Hawaiian trip will be in the fall. Exact dates and fares have not been set.

All persons desiring reservations on these flights should contact Midland Travel Service, 425 Circle Boulevard, Midland, Michigan, 48640. A deposit of $100 is required for the European flight and is refundable in full up to 60 days before the trip.

These flights are being chartered by the employees participating. Neither The Dow Chemical Company nor any of its associated companies assumes any liability or responsibility whatsoever.

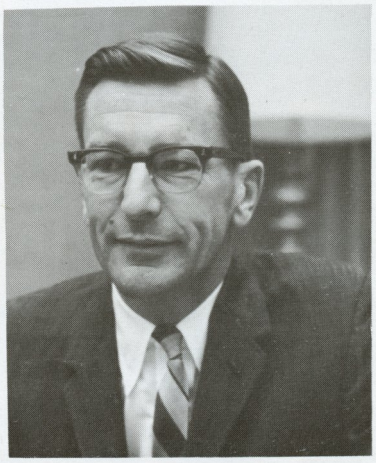
Inflation Control Key to Business Growth

Inflation is the biggest problem currently facing business, Herbert D. Doan, President of Dow, said recently.

Mr. Doan noted that the rate of inflation has been on a sharply upward trend in recent months. "Though business is supposed to be up modestly, the actions the new administration in Washington takes to meet the inflation problem will determine what kind of real growth lies ahead in the coming year and beyond," he said. "Inflation affects not only the growth of domestic business but also the growth of exports because it tends to encourage imports and to make our products non-competitive in export markets."

Within the chemical industry, President Doan said, some companies, including Dow, are being squeezed between the inflationary spiral and lower prices. "Dow's price index during the past year has decreased about 4%," he said. "And this has happened in the face of rapidly rising labor costs and sky-rocketing construction costs."

Despite the cost-price squeeze, three factors give cause for optimism about Dow's future growth prospects, Mr. Doan pointed out:



H. D. DOAN
Dow President

- Dow has made major investments abroad in production facilities which will be providing new sources of growth in the future.
- Dow in recent years has invested heavily in life sciences, a field with excellent prospects.
- Establishment of the U.S. Area of Management will make Dow more responsive within the United States to market needs and opportunities.

He said Dow will continue its program of large capital spending, with the 1969 total up from last year's $285 million level. This program, he noted, has allowed Dow during the past five years to add more efficient plants which would in a less inflationary period help the company overcome a decline in its selling price index.

Aside from inflation, Mr. Doan said, the urban crisis is a matter of crucial concern to business and government. "These two segments of our society must work together to harness the abilities and skills of each in such a way that our nation's resources can be used effectively and efficiently to solve these problems in our cities."

Virgin Island Plant Purchased

Plans to purchase the manufacturing facilities of Pharmusa Corporation in the United States Virgin Islands have been announced by Dow.

Spokesmen for Dow said tentative agreement has been reached with Pharmusa which for three years manufactured pharmaceutical products in dosage form in the plant at Peter's Rest on the island of St. Croix.

Dow said the facility would become a part of its global operations in human health care.

Major Complex Planned for West Germany In 1971

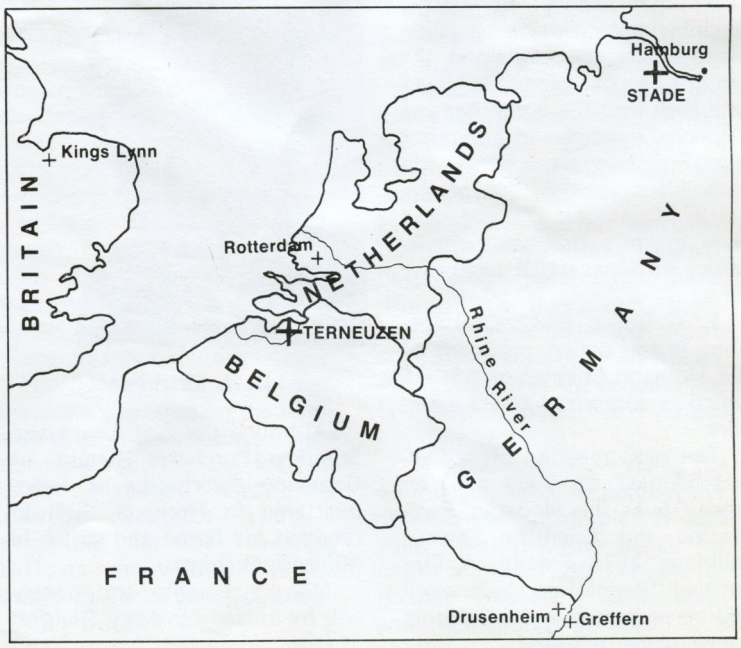
A major manufacturing complex to produce chlorine, caustic soda, solvents and other chlor-alkali products will be built by Dow in Stade, West Germany. A facility of this type requires an investment of more than $100 million. First production units will be on stream in 1971.

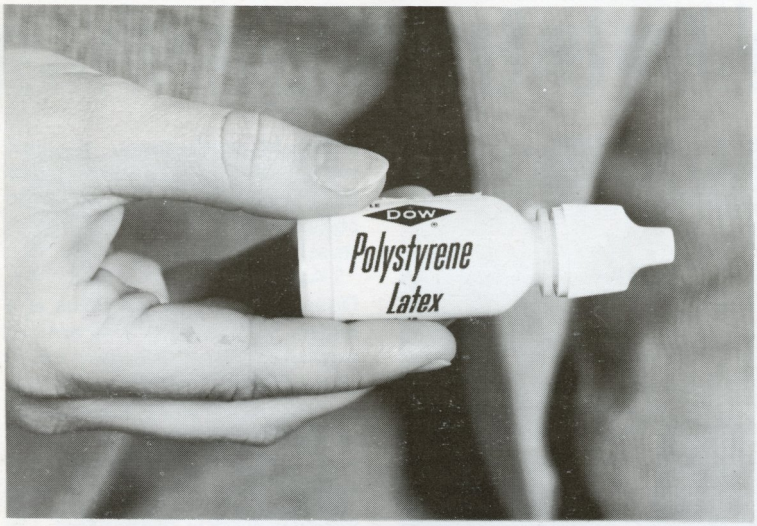
Plans for the Stade development were announced by Zoltan Merszei, President of Dow Chemical Europe S.A., who also disclosed expansion plans for Dow's other European chemical complex at Terneuzen, The Netherlands.

Stade is located west of Hamburg in Lower Saxony on the Elbe River. It is accessible to seagoing ships of 60,000 tons capacity.

A portion of the Stade Plant's production will be utilized by other Dow manufacturing facilities in Europe.

Additional investment at Terneuzen over the next five years may total as much as $100 million, Mr. Merszei said, and will involve growth at the rate of 10 percent to 15 percent per year.





LOADED

Small, uniform latex particles are now available from Dow. This small bottle contains about 200 trillion particles, which are finding increased use in instrument calibration and medical diagnosis.

At Dow Center

ASCET Meeting

The Houston Chapter of ASCET, American Society of Certified Engineering Technicians, held a meeting on March 10 in the Dow Center.

J. W. Frasure, group leader of E&CS Systems Improvement, spoke to the society on "Computer Usage in Design Engineering." During a slide presentation, he explained the use of input forms to load problems into the computer and displayed examples of computer runs. Following the program, the technicians took a tour of the E&CS Computer Center and were given a first-hand opportunity to view actual computer runs.

E. C. Balke, E&CS Civil Section, is the acting president of the Houston Chapter of ASCET which is comprised of 33 members.

The next meeting of ASCET is scheduled for 7:00 p.m. on April 16 at the Houston Engineering and Scientific Society Building, 2516 Fannin. A film entitled "Revolution Underway" will be presented and all visitors are welcome to attend.

Sullivan Retires

D. M. Sullivan, Manager of Supplies Purchases, chose early retirement March 1, 1969, after 41 years of Dow service.

A native of Michigan, he joined Dow Midland Labs at the age of 18 while attending Bay City Colleges. During the succeeding years, he held a variety of purchasing positions. In 1967, Sullivan was named Manager of Supplies Purchases involving the procurement of maintenance and supply items nationally.

D. M. SULLIVAN

Although the Equipment and Supplies Purchases Group of Company Purchasing is headquartered in Houston, Sullivan retained his home and office in Midland, Michigan.

His congeniality and poetry will be missed by every Division of Dow.

News in Brief . . .

Picket Lines at Pitman-Moore

Picket lines were formed on March 18 at Pitman-Moore Division facilities in Indianapolis and Zionsville by the Oil, Chemical and Atomic Workers Union. Division officials immediately began preparations to have the 470 salaried employees operate the production facilities. OCAW won a representation election in November over an independent union. In January, union officials asked to meet with the company to negotiate a labor contract and meetings have been proceeding on a regular basis since then.

New Tanker is Chartered

Dow will charter on a long-term basis a new 36,000-deadweight-ton tanker soon to be built for Marine Chemical Navigation Corporation of New York, a subsidiary of Marine Transport Lines, Inc. Dow expects the vessel to be ready for duty in September 1970. Its primary assignment will be to carry chemical products from the Louisiana, Oyster Creek and Texas Divisions to East Coast ports. To be constructed by Ingalls Shipbuilding Division of Litton Industries, Inc., the tanker will be driven by a 15,000-shaft-horsepower steam turbine and have a service speed of 16.5 knots. She will be equipped with 29 different cargo systems to carry a broad range of chemicals.

Epoxy Plant to Be Built in Brazil

A new epoxy resin plant will be built by Dow near Sao Paulo, Brazil. The new plant is expected to be on stream in late 1969, and will produce both solid and liquid resins. The Brazilian plant will be the third manufacturing location for Dow epoxy resins. Resins are currently at Freeport and a plant is under construction in Greffern, Germany.

Astronaut Career Started at Dow

Astronaut James A. McDivitt, commander of the Apollo 9 crew, is a former Dow employee. He came to the Company in June 1950 from Jackson (Michigan) Community College and was a laboratory helper in the Metallurgical Laboratories in Midland until January 1951, when he enlisted in the Air Force. He now has the rank of colonel.

Pittsburg Plant Now Operating on Own Power

The Western Division plant at Pittsburg, California, recently began generating all its own power. The power is based on three jet engines similar to those used in commercial aircraft. The engines burn natural gas supplied from nearby fields by Dow's Brazos Division. The Pittsburg Plant is one of the largest single users of electric power in northern California.

Handi-Wrap "Sunny Value" Promotion

Handi-Wrap, a plastic food wrap manufactured by The Dow Chemical Company, opens the second quarter with a 17 cent coupon pack. The "Sunny Value" coupon pack inside the 100-foot and 200-foot size boxes of Handi-Wrap includes a 10 cent value coupon for Dow Bathroom Cleaner and a seven cent value coupon for Top Choice Dog Food of the General Foods Corporation.

Living Witness Talks Given By Dow Employees

Four Dow employees recently participated in the "Living Witness" Program. "Living Witness" is a part of the Houston Youth Motivation Program designed to motivate minority students to remain in school and complete their high school education.

Jake Chatman, E&CS Scheduling Section; Tom Gillis, E&CS Data Processing; and Ella Rideaux of E&CS Accounting Section; participated in the program by speaking to students of Attucks Junior High School on February 12. On April 1, Ray Salazar, E&CS Piping Section, made a talk to students of Thomas A. Edison High School.

In their talks, the "living witnesses" were striking evidence for the students to raise their aspirational levels. They spoke of their employment with The Dow Chemical Company and urged the students to remain in school and complete their education. They also stressed that education and training are the keys to the many job opportunities being made available in business.

Programs of this type have a great impact on students from the presence and leadership of the "living witnesses."

Pink and Blue

Congratulations to Mr. and Mrs. Y. L. Gee who are proud parents of a daughter, Angela Kay, born January 31 and weighing 6 lbs. 9 oz. . . . to Mr. and Mrs. Charles Thielemann, whose son, Matthew Allen, weighed 8 lbs. 5 oz. at birth on February 7 . . . Johnny Munson whose 9 lb. 3 oz. granddaughter, Diana Dowling Munson, is the daughter of Johnny's son and daughter-in-law.

NEW TURBO-JET PUMPERS

Seven of Dowell's new Turbo-Jets, powerful turbine-powered pumpers, are shown on one of the first large fracturing jobs to utilize these units.

A LOOK AT DOWELL DIVISION

(Continued from Page 2)

tight. Dowell's revolutionary Tornado mixer received immediate and enthusiastic customer response.

Special cementing work for the Atomic Energy Commission's underground testing program; cementing access shafts for Gulf Coast salt mines and other types of mines; and cementing shafts for underground storage caverns for natural gas and other uses are but some of the newer services which emphasize Dowell's versatility and diversification.

One measure of Dowell's growth is reflected in its employment figures. In 1932 the year of the company's founding, 31 persons were on the payroll. In 1942, 205 persons worked for Dowell. In 1952 the company had 1,063 employees; and 2,032 in 1962. Today approximately 2,400 persons are providing Dowell services in some 175 locations in the United States and Canada.

A. C. Polk is President of the Dowell Division, and T. R. Smith serves as Executive Vice President and General Manager. Polk is also Chairman of the Board and Chief Executive Officer of Dowell Schlumberger, and Smith is a Board Member.

The Tulsa headquarters installation includes Dowell's chemical research laboratory, engineering department, truck assembly shops, chemical manufacturing plant, technical service department, testing grounds, accounting and purchasing departments and all the other groups and departments that give support to the work of the field personnel.

In the United States and Canada, Dowell has some 1,300 pump trucks, cementers and other service units in operation, backed up by some 1,100 miscellaneous support units.

The Houston District headquarters are located on the ninth floor of the Dow Center high-rise building. H. E. McNeil, District Manager, heads the Houston District and is responsible for 11 Treating Stations providing Dowell services in Texas and Louisiana.

Approximately 232 employees comprise the Houston District with 12 persons assigned to the Houston Office in the Dow Tower.

Dowell services are available 24 hours a day, 365 days a year. Dowellers work in all kinds of weather on land, on offshore barges and platforms and from man-made islands off the California coast, much of the time under adverse conditions.

Besides its stimulation and cementing services, Dowell furnishes a large number of chemical products to the petroleum industry for special purposes, including corrosion inhibitors, paraffin solvents, bactericides, completion fluids, demulsifiers, flocculants, foaming agents, antifoaming agents and water-injection chemicals. Also included in the product line is plastic pipe for various industry uses.

The business of servicing the oil industry is highly competitive and increases in complexity each year. Therefore, the search for better materials and methods for further improving stimulation and cementing services is a continual assignment at Dowell.

Retiring Employees Tell Future Plans

H. C. BELLINGER

G. M. LINDVEIT

Bellinger, Lindveit and Thompson Retire

Three veteran employees, totaling 75 years of Dow service, have recently retired. Plans for the future, and recollections of the past, were topics of conversation at farewell parties given for the retirees during their last month of employment.

Mr. Thompson

Clark Thompson says he really hasn't made any definite plans for his retirement. An avid gardener, he plans to do lots of yard work and to paint his house. Later this year Mr. Thompson and wife, Evelyn, are planning a trip to the West Coast and Hawaii.

A graduate of Bentley College of Accounting and Finance in Boston, he joined Dow in Midland in 1942 as a resident accountant. Later that year he transferred to the Texas Division and joined Brazos when it was established in 1947. During this time, Mr. Thompson served Brazos as both treasurer and controller.

At a farewell party given by Brazos employees, he was presented with a radio and a portable TV.

Mr. Lindveit

Gus M. Lindveit retired with a twinkle in his eye and many happy recollections after 25 years with Dow. His personal interests include Texas fossils and being a "rockhound" lapidary. He has a large collection of gems and minerals and plans to spend many hours in pursuit of his hobbies.

After attending Cooper Union School of Engineering in New York, Mr. Lindveit started his career with the Texas Division as a design engineer in 1943. In 1961 he transferred to E&CS in Houston as a mechanical engineer.

Dow shares his pride in his professional contributions as a Registered Professional Engineer in Texas and Louisiana; as a member of the American Society for Testing and Materials; and as a member of USA Standards Committee B.31.6 in developing the Chemical Industry Piping Code.

C. M. THOMPSON

Mr. Bellinger

Harlow C. Bellinger places at the top of the list of his personal interests his wife, Mildred, and their three daughters. His secondary interests comprise activities far-removed from the front porch rocking chair. These include, guns, land prospecting and developing, house building and gold prospecting.

Mr. Bellinger finished high school, took a home study course in engineering and one semester of a university extension course. He served in the Merchant Marines and did commercial fishing and gold placer mining in Alaska. Later in Canada, he was involved in land and timber survey.

In 1945 he joined the Estimating Group in the Engineering Department of the Texas Division. He transferred to E&CS in 1961, where he has been an assistant project engineer.

It is true, Mr. Bellinger, that you cannot do any of these interesting hobbies in the halls of E&CS, but you won't have to prospect for any friends to return to and give a progress report on your "new role."

SPOTLIGHT ON *Safety*

AMONG the "old stand-by" safe driving rules that you're familiar with is probably this one—allow one vehicle length following distance for every ten miles per hour of speed.

It's not a bad rule of thumb. No doubt it's prevented a fair share of rear end collisions. But it leaves something to be desired.

How many drivers can estimate a vehicle length accurately? Few actually can do it consistently enough over a period of time to make the rule really dependable.

There's now a new formula for determining safe following distance that is easy to use and eliminates the guesswork.

This new rule provides a one second interval for each ten feet of length of your vehicle. Here's how it works:

Round out the length of your vehicle to the nearest ten feet. For example, if your automobile is 17 or 18 or 19 feet long, round it out to 20 feet. This means you'll need two seconds of time between your car and the vehicle that's ahead of you.

Now, select a check point ahead, such as a road sign, tar strip, mile marker or tree. Try to pick something on or near the payment, because the depth judgment is easier.

When the rear of the vehicle you're following passes this point, begin counting—"one thousand and one," "one thousand and two." If the front of your vehicle passes this check point before you complete the count, you're too close.

The proper distance will give you three vehicle lengths instead of the two under the old rule of thumb. So you get an extra margin of safety.

When driving conditions are hazardous because of weather or if you're being followed too closely, increase your count.

Remember, those seconds you're counting off can save your life.

HOUSTON NEWSLETTER Dow

VOL. 1; NO. 1 APRIL, 1969

Published monthly to give recognition to individuals and events of interest to Houston employees of The Dow Chemical Company.

EDITOR
Paul Langford

THE DOW CHEMICAL COMPANY
Houston, Texas

Dr. E. W. Bennett Retires After 69 Years

Dr. Earl W. Bennett, Honorary Chairman, Vice President, and Director, retired in March 1969 at the age of 89. He will continue as Honorary Chairman for life.

Dr. Bennett's career with Dow is a legend in his own time. He joined the Company as an office boy in 1900, three years after it was founded, and became Chairman of the Board in 1949. It is doubtful that his 69 years of service and 42 years as a Director will ever equaled.

He earned international respect for his financial acumen in keeping the company sound during hard times. He firmly believed that capital should always be available for worthwhile projects and never failed to obtain it when needed.

If companies have personalities that reflect those of its people, then Dow Chemical's personality has a large amount of Earl Bennett in it. Successful companies are built by extraordinary people. This was never more true than in the case of Dow and Dr. Bennett.

DR. E. W. BENNETT

"No one man has or ever will contribute more to the success of the company than Dr. Bennett has," said Carl A. Gerstacker, who succeeded Bennett as Dow Board Chairman in 1960 and as Finance Committee Chairman in 1959.

In Memoriam

Ray F. Weston

JAN. 6, 1926 - MAR. 11, 1969

Ray F. Weston, 44, geophysicist for the Brazos Division, died March 11 as the result of a heart attack. Funeral services were conducted at St. Matthew's Methodist Church on March 14.

A native Texan, he was born in Westhoff and attended high school in Gonzales. He served with the U.S. Marine Corp during World War II and graduated from the University of Texas in 1951 with an M. A. in Geology.

Prior to joining the Brazos Division as a geophysicist in 1961, he was associated with L. F. Fischer and Company as supervisor of Geophysical Operations.

He is survived by his wife, Adele, and three children residing at 5118 Viking.

Howard A. Martin

JUN. 28, 1903 - MAR. 16, 1969

Howard A. Martin, Brazos Division retiree, suffered a fatal heart attack on March 16. Funeral services were held March 18 at Palmer Memorial Church.

Born in Massachusetts, he graduated in 1932 from the Franklin Technical School, Boston, with a degree in Industrial Chemistry.

In 1949 he moved to Texas and joined Brazos in 1952 as reproduction operator in the Civil Engineering Department. He was named supervisor of the Reproduction Department in 1965 and retired from Brazos in June of 1968.

Survivors include his wife, Jane, and son, Howard, Jr.

NEW IMPROVED FORMULA

Dow Bathroom Cleaner

Dow Bathroom Cleaner, the nation's number one selling bathroom aerosol cleaner (outselling all competition combined) is announcing a new and improved formula with disinfectant and a new liquid version (in plastic squeeze bottle) of the same product with a major second quarter promotion which began March 17.

The new, tested formulation for both versions adds a disinfectant that kills 100 percent of bathroom germs. The aerosol Bathroom Cleaner features a new "foolproof" spray-any-way valve that sprays in any position.

Both products carry the Good Housekeeping Seal of Approval. "Blind" tests of the new formula Dow Bathroom Cleaner in liquid format revealed that consumers preferred Dow Bathroom Cleaner two to one over the leading pump spray cleaning products for bathroom cleaning. The liquid Bathroom Cleaner is packaged in 16-ounce and 32-ounce sizes, costing less per ounce than any leading pump spray cleaner.

Heavy print and broadcast media advertising plans in support of the introduction for both products includes placement of 26 million coupons in Sunday Supplements and Good Housekeeping. Nighttime network TV and heavy supplemental spot TV in major markets complete the program.

A generous trade deal is part of this promotion for participating stores.

NEW PRODUCT

Ceramic foam, a new concept in insulation for buildings will be available from a new Dow plant late this year.

Catalytic-Dow Systems Formed

The Dow Chemical Company has announced the formation of a new joint venture with Catalytic Construction Company of Philadelphia, Pennsylvania.

The new organization, called Catalytic–Dow Systems, will be responsible for identifying and securing new business opportunities. It will have its offices in Titusville, Florida, and will operate independently of the Catalytic–Dow organization that presently operates under a NASA contract in Titusville.

Efforts of the new organization will be concentrated toward the pursuit of both public and private contracts that would permit maximum use of personnel within both Catalytic Construction Company and Dow Chemical Company. The new venture will provide a means for substantial expansion of both parent companies and will provide capabilities previously unavailable in much of the state of Florida.

Houston NEWSMAKERS

Karin Churchwell of E&CS and **Sarramae Collins** of Brazos were door-prize winners at the NSA Seminar held March 8 at the Astrohall. Karin won the weekend's use of a rent-a-car and Sarramae won a bottle of Champagne. The seminar was sponsored by the National Secretaries Association and was attended by 12 Dow Center secretaries from E&CS and Brazos Division . . . **Y. L. Gee,** E&CS, has been elected secretary and treasurer of the Houston Chapter of the Mississippi State Alumni Association . . . **Jack Lee, Andy Miciotto, Jim Fick** and **John Stevenson** of the Houston Sales Office attended the National Petroleum Refiners Association annual meeting held in San Antonio, March 24-26.

Jack Talbot, Brazos Division, was a feature speaker at a conference on ocean and deep well waste disposal. The conference was held in New York City, February 27, and was sponsored by the Water Resources Committee of the MCA . . . **J. B. Cook, R. P. Roach, Jr.** and **Richard Vance** of E&CS, recently spoke to junior high students about the role of an engineer in industry. This program was sponsored by the Texas Society of Professional Engineers . . . **Harold Foxhall** and **Walter Haenggi,** Minerals Department, attended the 98th annual meeting of the AIME in Washington, D. C.

C. J. Barras, Manager of E&CS, was elected to membership in the Sam Houston Chapter of the Texas Society of Professional Engineers at their March meeting . . . **Roy Ortolon,** E&CS, has been elected 1969 Chairman of the Society of Reproduction Engineers . . . **Mike Smith,** son of **Mary K. Smith** of E&CS, was in the performance of Studio's VII's Scrapbook held at the Houston Music Theatre, February 25 . . . **E. W. Felscher,** E&CS, received his technical certification for the State of Texas as a Professional Engineer . . . **J. O. Buchanan,** E&CS, is running for the City Council of Lake Jackson . . . **Jim Coats,** E&CS, was the guest speaker at the annual Lake Jackson Junior Chamber of Commerce Bosses Night Banquet, held at the Riverside Country Club.

R. P. Roach, Jr., E&CS, was a judge at the Houston Schools Science Fair held March 29 at the Houston Exhibition Center . . . **John Heath,** Houston Sales Office, recently conducted a three day training program in Austin. The course, "Professional Selling Skills," was the first program of its type to be conducted by a sales office. Attending the session from the Houston Sales Office were **Jim Fick, Dick Holzschu, Andy Miciotto, John Stevenson** and **Gene Stephenson.**

A paper co-authored by **Shirley Trojcak,** Brazos Division, and **John Reding,** Texas Division, was published in the "Oil and Gas Journal." The paper is titled "Oil Field Production Cathodic Protection for Heater Treaters with Aluminum Galvanic Anodes" . . . **C. W. McCoy,** E&CS, is campaigning for the City Council of Clute . . . **Chris Brown,** son of **S. C. Brown,** was a prize winner at the Houston Livestock Show and Rodeo. He showed three steers in the Commercial Steer Class and two graded for prize money.

Dow Employees Wed

Judy Carol Oakes and Larry Wayne Scott were married March 8 at the Westbury Church of Christ. Judy is with Regional Purchasing and Larry is an employee of E&CS.

The couple spent their honeymoon in Monterrey, Mexico.

NEW REGIONAL SALES MANAGER FOR DIS

T. E. Altenbern has been promoted to Regional Sales Manager of Dow Industrial Services and will headquarter in the Houston Dow Center. Prior to his promotion, he was a sales engineer with the DIS area office in Torrance, California.

Minerals Department Relocates

The Minerals Department transferred its headquarters from Midland, Michigan to the Houston Dow Center on January 1. It was formerly a part of Corporate Research and Development.

This department will continue to perform geological work for nonpetroleum materials for all Dow area organizations. H. B. Foxhall, Department Manager, will report to Robert Weeks, Manager of Exploration and Development of the Brazos Division.

Personnel assigned to the Minerals Department are H. B. Foxhall, G. C. Egelson, J. M. Rasberry and Enda Jenkins in the Houston office; Walter T. Haenggi, Walnut Grove, California; A. E. Kurie, Marathon, Texas; and R. D. Matthews, Midland, Michigan.

Information Center

Beginning a new project? Need to brush up on Magnetohydrodynamics? What's new in Fluidics?

Name your field of interest—we'll furnish the literature. Call the Information Center on Ext. 3453 or 3247.

WELCOME New Employees

A hearty welcome to **Joyce King,** former Dow employee, assigned as a secretary in the Secondary Oil Recovery Department . . . **Harold S. Hunt,** library clerk with E&CS Information Center . . . **G. B. Barnett,** production superintendent of the Brazos Operations Department, recently transferred to Houston from Chanute, Kansas . . . **Alan Moore,** mail clerk in E&CS Building Administration . . . **Judith Ann Sy,** programmer with E&CS Data Processing . . . **Vertino Villarreal,** assigned to the mail room in E&CS Building Administration.

Welcome also to **Bobby Cornelius,** instrumentation engineer, in the Brazos Bay City Office of Pipeline Operations . . . **D. G. Leonard,** E&CS Mechanical Technology Group . . . **Linda Patillo,** switchboard operator in E&CS Building Administration . . . **H. W. Powell,** assigned to E&CS Project Engineering . . . **N. C. Meyer,** measurement engineer, and **James Power,** instrument engineer, have been transferred to the Brazos Bay City office. Both were formerly with the Kansas "Pusher" project . . . **Ardean Heil,** Graphics Section of E&CS . . . and **G. M. Pellegran** and **J. P. Stewart,** new employees with Louisiana Contract Administration, E&CS.

HDI Speaker

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All employees of The Dow Chemical Company working in Houston are eligible for membership. Memberships are available at $3.00 a year per family and may be purchased from Dave Allen, Company Purchasing.

Dinner tickets for each meeting are $3.50 per member and $5.00 per guest. Tickets may be purchased from any of the following: June Baker and Lahoma Oliver, Brazos; Louise Meyer, Dowell; Colleene Bradshaw and Theron Browne, E&CS; Doris Jean Null, Regional Purchasing; Mae Bell Bailey, Sales; and Gay Carranza, Secondary Oil Recovery.